April 13, 2001

The Honorable Steve Peace, Chair
Joint Legislative Budget Committee
State Capitol, Room 3060
Sacramento, CA 95814

Dear Senator Peace:

Pursuant to the Supplemental Report of the 2000 Budget Act, Item 1760-001-066 #2, the Department of General Services is submitting the on the eBusiness Center Project Report.

If you have any questions or require additional information concerning the project, please call Susan Hogg, Chief, Enterprise Business Office, Department of General Services, at (916) 263-0266.

Very truly yours,

Barry D. Keene, Director
Department of General Services

BDK:SH:LF:cb:Leg Report Original Letter 2001

Enclosure

cc: See attached Supplemental Report List #2
     Susan Hogg, Chief, Enterprise Business Office, Department of General Services

ORIGINAL LETTER TO EACH OF THE FOLLOWING:

The Honorable Steve Peace, Chair
Joint Legislative Budget Committee
State Capitol, Room 3060
Sacramento, CA 95814
(1 original + 17 copies)

The Honorable Steve Peace, Chair
Senate Budget & Fiscal Review Committee
State Capitol, Room 3060
Sacramento, CA 95814
(1 original)

The Honorable Tony Cardenas, Chair
Assembly Budget Committee
State Capitol, Room 6026
Sacramento, CA 95814
(1 original)

Ms. Elizabeth G. Hill
Legislative Analyst
925 L Street, Suite 1000, B-29
Sacramento, CA 95814
(1 original)

Mr. Bion Gregory
Legislative Counsel
925 L Street, Suite 900, B-30
Sacramento, CA 95814
Attn: Ms. Diane Anderson
(1 original)

Mr. Gregory Palmer Schmidt
Secretary of the Senate
State Capitol, Room 400, E-22
Sacramento, CA 95814
(1 original)

Mr. E. Dotson Wilson
Chief Clerk of the Assembly
State Capitol, Room 3196, E-24
Sacramento, CA 95814
(1 original)

COPY OF JLBC LETTER TO EACH OF THE FOLLOWING:

The Honorable Tony Cardenas, Vice Chair
Joint Legislative Budget Committee
State Capitol, Room 6026
Sacramento, CA 95814
(1 copy)

The Honorable Jim Battin, Vice Chair
Senate Appropriations Committee
State Capitol, Room 3076
Sacramento, CA 95814
(1 copy)

The Honorable Patricia Bates, Vice Chair
Assembly Appropriations Committee
State Capitol, Room 6031
Sacramento, CA 95814
(1 copy)

The Honorable Dick Ackerman, Vice Chair
Senate Budget & Fiscal Review Committee
State Capitol, Room 4066
Sacramento, CA 95814
(1 copy)

The Honorable George Runner, Vice Chair
Assembly Budget Committee
State Capitol, Room 6027
Sacramento, CA 95814
(1 copy)

Michael J. Gotch, Legislative Secretary
Office of the Governor
State Capitol, First Floor, E-15
Sacramento, CA 95814
(1 copy)

Happy Chastain, Deputy Secretary-Legislation
State and Consumer Services Agency
915 Capitol Mall, Room 200, C-14
Sacramento, CA 95814
(1 copy)

S. Calvin Smith, Program Budget Manager
Department of Finance
915 L Street, A-15
Sacramento, CA 95814
(1 copy)

Karen L. Neuwald, Assistant Director-Legislation
Department of General Services
1325 J Street, Suite 1910, C-1
Sacramento, CA 95814
(1 copy)

Cec Wallin, Budget and Planning Officer
Office of Fiscal Services
1325 J Street, Suite 1600, C-18
Sacramento, CA 95814
(1 copy)

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Originating Office   **SUPPLEMENTAL REPORT--REVISED 02/22/01**

eBusiness Center Project Status Report

A Report to the California State Legislature In Response to Item 1760-001-0666 of the 2000 Supplemental Legislative Report

eBusiness Center

April 1, 2001

Barry D. Keene, Director
Department of General Services

Susan Hogg, Chief
Enterprise Business Office

TABLE OF CONTENTS

I.   AUTHORITY

Item 1760-001-0666, #2
E-Business Center Project. The Department of General Services shall, by April 1, 2001, provide a status report to the chairs of the budget committees in each house and the Chair of the Joint Legislative Budget Committee detailing the state's accomplishments on the E-Business Center Project. The status report shall include, to the extent possible, a statewide needs assessment which describes California's business community's top priorities for conducting business with the state through Internet access, a business process review for those top priorities, and an examination of alternative and/or private sector financing for the e-business center portal. For the specific study areas of professional licensing, competitive bid processing, procurement expansion, environmental regulation and job posting and recruitment, the report should include, if applicable, analysis of the legacy system impact to process electronic government transactions, identification of potential project risk areas, results from customer surveys, and identification of areas for potential business processes re-engineering.

II. Executive Summary

The Department of General Services (DGS), Enterprise Business Office (EBO), has the responsibility for study of the eBusiness Center. The concept is to create a seamless "one-stop" Internet solution to make it easier for businesses to comply with government laws and regulations and improve the state's customer service to this targeted population. The eBusiness Center is California's eGovernment initiative that focuses on Government to Business (G2B) interactions. During the 2000/2001 fiscal year, funds were allocated for studies to investigate and address several issues surrounding the ability for the state to conduct online G2B services, transactions, and delivery of information. The purpose of this status report is to comply with the Supplemental Report language and indicate the accomplishments to date.

The report is composed of four sections: Background, Methodology to Initiate and Manage Projects, Project Descriptions and Accomplishments, and Appendices. The brief Background describes the overall project, the objective and the renaming of the study areas. The eBusiness Center Project is divided up into nine study areas. As the project scopes were being developed for these nine study areas, it was necessary to rename the study areas to better reflect their individual intent. The Methodology to Initiate and Manage Projects section highlights the four areas that collectively describe how the study areas were developed into projects. Each project focused on: establishing Executive Sponsorship, developing Scopes of Work, determining the Procurement Process and Project Management.

The Project Descriptions and Accomplishments section is the core of this report. For each study area, throughout this report referred to as "projects", there is information describing the project and then discussing the accomplishments to date. The description highlights the focus of the project, the objective, the targeted audience, and what we hope to gain and learn as a result of the project. The accomplishments provide more detail of the progress to date.

The Appendices are a compilation of more detailed documents named throughout the report. They have been included to provide more background and/or information on any given project. This information is helpful and shows the level of commitment the DGS is making in meeting the overall objective of the eBusiness Center.

The following is a high level overview of the accomplishments to date:

- The eBusiness Center established an Executive Committee composed of the Director of eGovernment; Director, Office of Planning and Research; Undersecretary, State and Consumer Services Agency; and the Chief Deputy Director, DGS.
- All projects have identified Executive Sponsors.
- EBO and Partner Departments assigned Project Managers.
- Seven of the ten projects (one study area was divided into two projects) were initiated between August 2000 and February 2001 and will be

3

completed during the last quarter of the 2000/2001 fiscal year.   The projects are:
  - o   Business Needs Assessment;
  - o   Business Process Review;
  - o   Portal Architecture Design;
  - o   Portal Financing Study;
  - o   Online Professional Licensing;
  - o   eJobs – Portal to Labor Exchange Study; and
  - o   Pesticide Regulation Virtual Service Delivery Environment Study.

- • Three projects are being initiated between February and April 2001 and will be completed during the next fiscal year. The projects are:
  - o   Online Bidding Pilot Project;
  - o   eMarketplace Study; and
  - o   Intent to Operate Notification Pilot Project.

- • One project, Online Professional Licensing implemented its first phase (Registered Nurses License Renewal) with the rollout of the State Portal on January 8, 2001. Three months later, a customer survey was conducted to determine their level of satisfaction.

- • Over 1,000 California businesses were surveyed to determine their interest in "doing business" with government online.

- • Early communication began with the business community through the state's Small Business Councils.

- • Business processes from 20 state agencies were reviewed and assessed to determine the criticality and feasibility of migrating them into eGovernment.

- • The "look and feel" of the State Portal and all components were established. The eBusiness Center adopted and implemented the "look and feel" and branding for California eGovernment.

- • The State Portal was launched on January 8, 2001, and established the framework for eGovernment.

The eBusiness Center is a significant component of the California's eGovernment Initiatives. It is a model for rapid deployment of studies and pilot projects. It has used best practices, set aggressive goals, and worked with an Executive Committee for support. Since its funding nine months ago, it has made considerable progress while maintaining its original course.

All work on this project has been consistent with the budget approval for 2000/2001 fiscal year. Due to the complexity and abundance of information collected, the analysis and recommendation for the future direction of the eBusiness Center will be completed during the next fiscal year. Therefore, the results from the Business Needs Assessment, the Business Process Review for State Government, the Portal Design Study and the lessons learned from the demonstration projects will be synthesized and analyzed in the forthcoming months to formulate the future development plan of the eBusiness Center. This plan will provide the eBusiness Center a solid foundation to move ahead.

III. Background

The DGS, EBO, is charged with the development, management, and oversight of the eBusiness Center Project.   The EBO's objective is to develop an Internet portal, known as the eBusiness Center, where businesses can easily access a variety of government information and services through a seamless, "one-stop" website. The project will take a customer-centric approach, which is similar to the private sector's eCommerce model. It is anticipated that this new service delivery channel will improve the G2B services, and allow the state to provide businesses *what* they want, *how* they want it, and *when* they want it.

The EBO, pursuant to the 2000/2001 budget, set out to conduct studies and learn from demonstration projects that will result in providing direction for the future of this project. Several areas were described in the budget proposal. These are identified in column 1, Original Areas Identified for Study, in Figure 1. As the projects came to fruition, the names were changed when they were initiated to better reflect the scope of the project.

The following matrix indicates the original area identified to study, the new project title, the project type, the department partner, and the contractor. The project type indicates whether the project was a study or pilot. Three of the proposals became pilot projects so that the state can benefit from lessons learned in eGovernment. For the demonstration areas, the EBO has partnered with the subject matter experts from the DGS and other departments.

Figure 1: Updated eBusiness Center Project Information

Original Areas Identified for Study	*New Project Name* **Department Partner**	**Project Type**	**Contractor**
1. Statewide Business Needs Assessment Study	Business Needs Assessment	Study	University of California at Los Angeles Survey Research Center
2. Business Process Review of State Government	Business Process Review *20 State Agencies*	Study	PriceWaterhouseCoopers
3. Portal Architecture Design	No Change	Study	Deloitte Consulting
4. Portal Financing Study	No Change	Study	Deloitte Consulting
5. Online Professional Licensing	*No Change* **Department of Consumer Affairs**	Pilot	American Management Systems
6. Job Posting and Recruitment	eJobs - Portal to Labor Exchange Study **Employment Development Department**	Study	Natoma Technologies
7. Environmental Regulation	a. Pesticide Regulation Virtual Service Delivery Environment Study **Department of Pesticide Regulation**	Study	NewPoint Group
	b. Intent to Operate Notification **Department of Pesticide Regulation**	Pilot	To Be Determined
8. Online Competitive Bid Processing	eBid - On-Line Bidding **Department of Transportation**	Pilot	To Be Determined
9. E-Procurement Expansion	eMarketplace **DGS**	Study	To Be Determined

IV. Methodology to Initiate and Manage Projects

The EBO developed scopes of work tailored to each of the projects to effectively obtain the required information and/or solution within demanding timeframes. To accomplish the goals of the specific projects, the EBO championed business best practices, utilized the most efficient procurement channels, and incorporated effective project management methods consistent with Project Management Institute's guide, *Project Management Body of Knowledge*. Information from other eGovernment projects and the private sector was also assimilated during this process to gain valuable insight. This information provided helpful guidance towards the planning and development of these projects.

Executive Sponsorship: The overall Executive Sponsor for the eBusiness Center is the Director of eGovernment. All project work is consistent with his leadership and the Governor's Executive Order D-17-00, which can be found in Appendix A. The Director of eGovernment chairs the eBusiness Center's Executive Committee that has enabled the rapid pace of the project. In addition, the Executive Committee members are the Director, Office of Planning and Research; the Undersecretary, the State and Consumer Services Agency; and the Chief Deputy Director, the DGS. The Executive Committee is at a high level which supports and emphasizes the approach that the eBusiness Center operates across state agencies. This has been very helpful in making so much progress in such a short timeframe.

Prior to initiating any eBusiness Center study area, the EBO obtained executive sponsorship from the partnering state agencies. Executive sponsorship from the partnering agencies is essential to the success of these projects. It provides strong leadership and instills commitment by the entire organization throughout these projects. Without it, the likelihood of a successful project decreases significantly.

Scopes of Work: The objective of each project was clearly stated in a manner that would allow the vendor to propose the best solution along with a detailed project plan. The primary components of the project development plan included project tasks and responsibilities, timelines for rapid completion and deployment, milestones, and a prioritization of project elements — budget, schedule, and functionality. The oversight plan primarily included: ongoing communication between the vendor, EBO, and the partnering agency; approving the project work plan, requirements, and deliverables; identifying potential problems and providing resolution; approving project changes; monitoring progress; and evaluating regularly scheduled project status reports.

Procurement Process: The EBO utilized the most efficient and expeditious method available due to the "fast track" nature of the project. The EBO contracted with vendors listed under the California Multiple Award Schedules (CMAS) or Master Service Agreements (MSA).

Project Management: Each project used best practices consistent with the *Project Management Body of Knowledge*. Each of the eBusiness Center's projects was assigned an EBO project manager and a subject matter expert from the partnering department for administration and oversight. With this joint project management approach, the needs and issues are taken into consideration for both the program perspective and the eGovernment perspective. These project managers collaborated with their respective vendor to ensure that: project scope and objectives were clearly defined; project tasks were completed according to the specifications and timeframes; milestones were achieved; problems were resolved; and project plans were modified if necessary. Project information was distributed to the appropriate stakeholders when required. As appropriate, Executive Committees were established on a project-by-project basis. All projects were required to have a detailed work and communication plan to manage progress and resolve issues.

V. Project Descriptions and Accomplishments

Pursuant to Item 1760-001-0666, #2 of the 2000 Supplemental Report, the EBO is providing a status report detailing the accomplishments of the eBusiness Center Project. The EBO has made considerable progress in implementing the projects stipulated in the FY 2000/2001 budget.   As illustrated in Figure 2, most of the projects are underway with four projects nearing completion. For ease, the chart depicts the progress in the four quarters of the 2000/2001 fiscal year. The timeframe for completing these studies is dependent on the complexity of the study and ranges anywhere from two months to seven months.   For the pilot projects, the timeframe is approximately one year or less. Given the complexities and the exploratory nature of many of these studies and pilot projects, the EBO's accomplishments to date are significant.

In addition to conducting the studies and pilots to understand the G2B services, it was necessary to start discussing these services and approach with the California business community. Since the eBusiness Center is in the study phase, most communication has been limited to the existing channels of the Small Business Councils that work with the DGS and the Department of Transportation (DOT) and their outreach activities. The EBO will develop a communication plan to receive continuous input from the business community and keep the business community informed on the progress of the eBusiness Center. The plan will be worked on during the fourth quarter of the 2000/2001 fiscal year.

The critical deliverables set forth for seven of the ten projects were initiated on or before February 2001. These projects will be completed during the last quarter of the 2000/2001 fiscal year. The projects are: Business Needs Assessment; Business Process Review; Portal Architecture Design; Portal Financing Study; Online Professional Licensing; eJobs – Portal to Labor Exchange Study; and Pesticide Regulation Virtual Service Delivery Environment Study. The other three projects are being initiated between February and April 2001 and will be completed during the next fiscal year. The projects are: Online Bidding Pilot Project; eMarketplace Study; and Intent to Operate Notification Pilot Project. One project, Online Professional Licensing, implemented its first phase (Registered Nurses License Renewal) with the rollout of the State Portal on January 8, 2001.

Figure 2: eBusiness Center Project Timeline
Fiscal Year 2000/2001 by Quarters and Fiscal Year 2001/2002
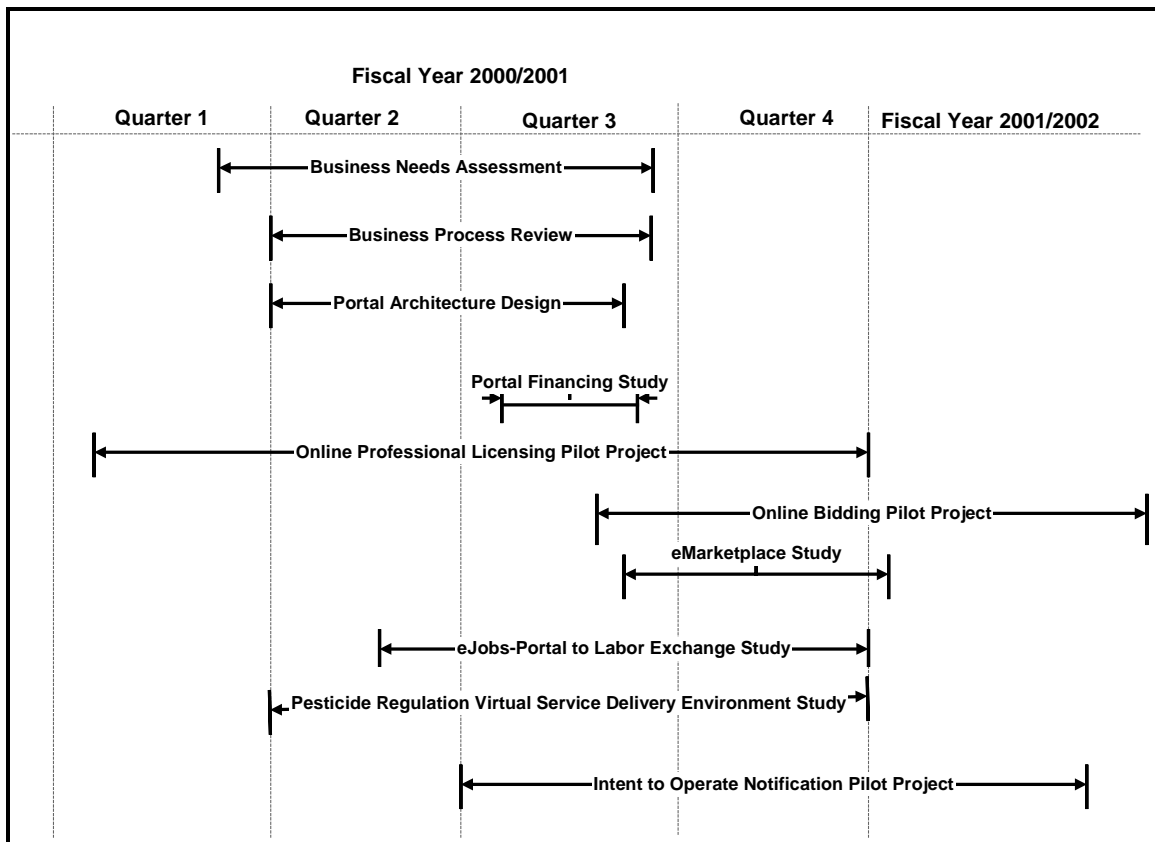
The language of the Supplemental Report states "the report should include, if applicable, analysis of the legacy system impact to process electronic government transactions, identification of potential project risk areas, results from customer surveys, and identification of areas for potential business processes re-engineering." To this end, each project will have a project evaluation report. These items will be considered by each of the contractors and, if applicable, will be included in their final report. At this time, there is an interim report for Phase I for Online Professional Licensing and the results of that projects customer survey in Appendices B and C respectively.

The following are synopses of EBO's project accomplishments to date:

1. Business Needs Assessment: The Business Needs Assessment is a statistically valid study of California businesses. The study is a random sample telephone survey of 1,000 businesses cross-stratified by industry, company size and county. The objective of the Business Needs Assessment is to identify the most important G2B needs and priorities of California's businesses, and issues related to the use of the Internet as an alternative service delivery channel.

The survey questionnaire was essentially developed to answer the following questions: what G2B information and services California businesses need, how they want it, and when they want it. The study also explored other issues such as the number of businesses without Internet access, current channels used for

conducting G2B transactions with the state, customer satisfaction levels, privacy/confidentiality concerns, and Internet security. The survey instrument is located in Appendix D.

In November 2000, the EBO contracted with the University of California at Los Angeles (UCLA) Survey Research Center to conduct this study. The EBO in collaboration with UCLA have accomplished the following:

- Acquired a valid database containing a representative sample of California's businesses;
- Designed and tested the questionnaire;
- Trained the UCLA telephone survey interviewers;
- Completed the telephone survey;
- Tabulated preliminary data;
- Defined an analytical approach; and
- Initiated final report.

The Business Needs Assessment's early project tasks and major deliverables were successfully completed. The overall project is on schedule for completion. The final report is due during the fourth quarter of this fiscal year.

2. Business Process Review: The Business Process Review (BPR) is a "broad overview" of the critical G2B processes across 20 state agencies. The list of the participating state agencies is located in Appendix E. The objective of this review is to identify and disseminate information related to these critical processes, and recommend the best solution for integrating these processes into the eBusiness Center Portal. This includes prioritizing these G2B processes, measuring the criticality and feasibility of implementing them, and formulating a "moving ahead" strategy to efficiently integrate these processes into the eBusiness Center Portal.

In November 2000, the EBO contracted with PriceWaterhouseCoopers to conduct this study. The EBO in collaboration with PriceWaterhouseCoopers have accomplished the following:

- Obtained Executive sponsorship from each of the agencies;
- Collected historical shelf data from the agencies;
- Developed and conducted agency surveys to obtain pertinent information;
- Conducted agency focus groups to validate survey information and create business process maps;
- Conducted a business focus group to obtain information from various California businesses;
- Conducted cross-agency focus groups to create conceptual maps of common business processes;
- Analyzed the data; and
- Initiated final report.

The Business Process Review's early project tasks and major deliverables were successfully completed. The overall project is on schedule for completion. The final report is due during the fourth quarter of this fiscal year.

3. Portal Architecture Design: The Portal Architecture Design project objective is to identify and recommend an effective portal design that will efficiently provide G2B information and services to businesses. There are two work assignments that are contributing to the eBusiness Center Portal Design. The first took place in October 2000, the EBO contracted with Deloitte Consulting to recommend the "look and feel" of the portal. The State Portal and the other eGovernment initiatives have been "branded" to let the customer know they are dealing with California state government. The eBusiness Center is in compliance with the State Portal style guides and consistent with direction from the Governor's Office. Appendix F illustrates the "look and feel" of the eBusiness Center.

The second study on Portal Design will analyze the business and technical requirements, and recommend the eBusiness Center Portal architecture, layout, and functions/features required for security and authentication needs.

In February 2000, the EBO contracted with Deloitte Consulting to conduct this study. The EBO in collaboration with Deloitte Consulting have accomplished the following:

- Developed the design plan.

The Portal Architecture Design project's early tasks and major deliverables were successfully completed. The overall project is on schedule for completion. The remaining deliverables are due during the fourth quarter of this fiscal year.

4. Portal Financing Study: The Portal Financing Study Project is a study to explore alternative financing methods to develop and maintain the eBusiness Center Portal. The objectives of the Portal Financing Study are to research existing financing models in California, other states and the private sector, and assess their feasibility for use in California.

In February 2000, the EBO contracted with Deloitte Consulting to conduct this study. The EBO in collaboration with Deloitte Consulting have accomplished the following:

- Identified and researched existing finance models.

The Portal Financing Study project's early tasks were successfully completed. The overall project is on schedule for completion. The remaining deliverables are due during the fourth quarter of this fiscal year.

5. Online Professional Licensing: The EBO and Department of Consumer Affairs (DCA) are undertaking an effort to design, develop, and deploy a pilot licensing system to be available via the Internet. This demonstration project will allow the state to explore opportunities and issues related to the administration and implementation of a professional licensing system for eGovernment. It will also provide a better understanding of issues associated with rapid deployment including leveraging existing systems, legacy systems impact, and potential risk areas. Both phases will include handling electronic payment transactions accepting Discover, Visa, and Master Card credit cards as payment for licenses.

This pilot project is the most comprehensive of those being undertaken. The specific objectives include conducting systems analysis and design, developing, and implementing an on-line licensing pilot system that will allow applicants and licensees to submit initial and renewal applications for licensure; allow licensees to submit an application requesting duplicate licenses, change of address; and provide for the acceptance of credit cards for payment of the respective fees.

The total effort of this project includes two phases. Figure 3 illustrates what is being implemented for each phase by licensing function and type. Please note, registered nurses and advanced registered nurses are different licensing types.

Figure 3: Online Professional Licensing Phases

Functionality	Phase I	Phase II			
	Registered Nurse (R.N.)	R.N.	Advanced R.N.	Cosmetologists	Security Guards
License Renewal					
Continuing Education Credits					
Change of Address					
Initial License					
Duplicate License					

The objective of the project is to demonstrate rapid development and deployment of a cost-effective business solution for professional licensing via the Internet to improve G2B and customer services.

In October 2000, the EBO contracted with American Management Systems to build this pilot. The EBO in collaboration with DCA and American Management Systems have accomplished the following:

- Prepared Phase I work plan;
- Prepared Phase I acceptance test plan;
- Prepared Phase I design document;
- Developed Phase I system;
- Tested Phase I system;
- Prepared Phase I users' manual;
- Developed operational system solution;
- Deployed Phase I system;
- Prepared Phase II workplan; and
- Defined requirements for Phase II effort.

Phase I of the pilot project, Registered Nurses License Renewal, was completed on January 8, 2001, and was successfully deployed as part of the State Portal (MyCalifornia.gov) as an Online Service. A customer satisfaction survey was fielded in March 2001 to obtain feedback from the registered nurses who renewed their license since January 8, 2001. Results from the respondents who completed the survey were overwhelmingly positive. An interim report describing details of Phase I, *Online Professional Licensing Pilot Project Interim Results Report*, is located in the Appendix B. Also, details of the survey are described in the report, *Online Professional Licensing Pilot Project Customer Survey Study*, located in the Appendix C. Phase II of the project is on schedule for completion.

6. eJobs – Portal to Labor Exchange Study: The EBO and the Employment Development Department (EDD) are undertaking an assessment of the current CalJOBS system in relation to the "state of the art" architecture of the State Portal. This study will identify the enhancements necessary to expand the system's job posting and recruitment capacity, and ability to migrate the system into the modern portal architecture. The objective of this study is to examine the enhancements required of the existing CalJOBS system and design a cost-effective business solution for labor exchange information via the Internet to improve business and customer services.

In December 2000, the EBO contracted with Natoma Technologies to conduct this study. The EBO in collaboration with EDD and Natoma Technologies have accomplished the following:

- Prepared study plan;
- Prepared survey to obtain pertinent information from current CalJOBS' users;
- Conducted a focus group to obtain pertinent information;
- Analyzed business and systems requirements;
- Prepared survey report;
- Prepared requirements analysis report; and
- Initiated prototype system design document.

The eJobs – Portal to Labor Exchange Study's early tasks and major deliverables were successfully completed. The overall project is on schedule for completion. The remaining deliverables are due during the fourth quarter of this fiscal year.

7a. Pesticide Regulation Virtual Service Delivery Environment Study: The EBO and Department of Pesticide Regulation (DPR) are undertaking a study on the service delivery opportunities for regulatory agencies via the Internet. The objectives of this study are to analyze and provide recommendations toward the improvement of DPR's core business processes, examine the viability of a Virtual Service Delivery system, and design a cost-effective business solution to improve G2B and customer services for regulatory agencies.

In October 2000, the EBO contracted with NewPoint Group to conduct this study. The EBO in collaboration with DPR and NewPoint Group have accomplished the following:

- Assessed existing business processes and the current state of readiness;
- Determined stakeholder service needs;
- Developed conceptual business model and improvement portfolio;
- Prepared implementation strategy and plan to develop the business model; and
- Prepared a readiness assessment report.

The Pesticide Regulation Virtual Service Delivery Environment Study's early tasks and major deliverables were successfully completed. The overall project is on schedule for completion. The remaining deliverables are due during the fourth quarter of this fiscal year.

7b. Intent to Operate Notification: The EBO and the DPR are undertaking a pilot project to analyze, design, develop and implement an on-line notification system via the Internet that allows state licensed agricultural pest control advisors, businesses and aircraft pilots to notify the county(ies) where they intend to operate as a business. This is the only project in the eBusiness Center that deals with another level of government, the county level. This project will start to identify the issues surrounding the Government to Government (G2G) interactions necessary to have a "seamless" interface with business. The objective of the project is to demonstrate rapid development and deployment of a cost-effective business solution for pesticide regulation reporting and registration to improve G2B and customer services. Customer surveys will be conducted as a part of the pilot.

The EBO is in the process of initiating this project. It is expected to commence in April 2001.

8. eBid – Online Bidding: The EBO and the DOT are undertaking a pilot known as eBid – an Online Bidding System for Caltrans' construction contracts. The objective of this demonstration project is to design, develop, and deploy a competitive bid system, and to demonstrate rapid development and deployment of a cost-effective business solution for online bidding via the Internet to improve G2B and customer services. Feedback and customer surveys will be obtained as a part of this pilot.

The EBO is in the process of initiating this project. It is expected to commence in April 2001.

9. eMarketplace Study: The EBO and DGS are undertaking a study for the need and viability of an eMarketplace system for small purchases via the Internet. The eMarketplace would enable authorized CAL-Card users online access to a vendor pool of small businesses to acquire goods, services, and information technology valued at less than $5000. The study will also examine the opportunities and issues of an eMarketplace, including the benefits to small businesses and state departments. It is important to note that this project is not intended to compete or hinder any other state procurement programs, and will be complimentary to existing procurement programs.

The EBO is in the process of initiating this project. It is expected to commence in April 2001.

VI. Appendices

Appendix A   Governor's Executive Order D-17-00

Appendix B   Online Professional Licensing Pilot Project Interim Results
                 Report

Appendix C   Online Professional Licensing Pilot Project Customer Survey
                 Study

Appendix D   Needs Assessment Survey

Appendix E   Business Process Review List of Participating Agencies

Appendix F   Illustration of the new "look and feel" of the eBusiness Center

Executive Order

EXECUTIVE DEPARTMENT

STATE OF CALIFORNIA

EXECUTIVE ORDER D-17-00

by the

Governor of the State of California

WHEREAS, California is the birthplace of the Information Age, and information technology, properly applied and managed, is essential for the success of our efforts to improve government services; and

WHEREAS, eGovernment is the provision of services and information by state government to the public through the Internet, integrated Internet based technologies, and voice and data technologies dependent on the Internet; and

WHEREAS, appropriate implementation of eGovernment provides for enhanced access to government information, delivery of government services and participation in the democratic process through secure electronic technology designed to protect privacy; and

WHEREAS, the coordinated development of eGovernment will act as a catalyst to reengineer current practices and aid State agencies and departments to design better ways to provide government services; and

WHEREAS, this Administration understands that a successful program depends on the development of well managed information technology projects and a statewide infrastructure that is compatible and allows the sharing of information between systems;

NOW, THEREFORE, I, GRAY DAVIS, Governor of the State of California, by virtue of the power vested in me by the Constitution and the statutes of the State of California, do hereby issue this order to become effective immediately:

The Governor's Office shall work with the State and private sectors to assure that state agencies and departments implement electronic technologies that will allow the people of California to receive government services and interact with State government, including a statewide Internet portal that offers a single, convenient access point for state government information and services.

State agencies and departments shall, to the extent practical, integrate new and existing Internet applications into the State portal's software and network architecture.

To assure the adoption of best practices for information technology management and business processes enabled by rapidly changing technology, the Governor's Office shall consult with technology experts from the private sector, academic sector, non-profit organizations and other governments and communities.

The Governor shall appoint a Director of eGovernment who shall advise the Governor on eGovernment policy and shall coordinate eGovernment activities with the Department of Information Technology and the Governor's Office for Innovation in Government to ensure an expeditious and efficient implementation of eGovernment.

State agencies and departments shall submit a proposed eGovernment implementation plan to the Department of Information Technology and Director of eGovernment. These plans shall include a description of the most widely used services at each agency's departments, identify those best suited for electronic delivery, identify the population served by these services, and include a description of current or planned systems to measure the level of customer satisfaction with the identified services.

The Department of Information Technology is responsible for ensuring that the proposed implementation plans are consistent with the State's Architecture and Implementation guidelines published by the Department of Information Technology. These proposed plans shall be updated at least once per year by the agencies. The Department of Information Technology shall provide technical and legal assistance to the agencies and departments as required for the preparation of these proposed plans.

The Department of Information Technology shall continue to coordinate agency reporting to provide a comprehensive account of information technology activities and systems for all reportable projects and will deploy oversight contractors whenever necessary to ensure independent review of critical state information technology projects.

To ensure the comprehensive and accurate reporting of State information technology efforts, and to assist state agencies and departments in understanding and compliance with administrative

and statutory requirements for information technology, the Department of Finance Office of State Audits and Evaluation shall perform or cause to be performed consultative reviews of State agency and department information technology activities when requested by both the directors of the Department of Finance and the Department of Information Technology. The results will be provided to the Department of Finance, the Department of Information Technology, and to the director of the reviewed department.

The Department of Information Technology, the Department of Personnel Administration and the State Personnel Board shall work in partnership to develop methods to address the recruitment, retention, training and personal development of information technology professionals.

The Department of Information Technology, the Department of General Services and the Department of Finance shall work cooperatively to evaluate and make recommendations to improve the budget, funding, procurement, approval and oversight systems and processes governing information technology projects, and to ensure that policies for improving information technology acquisition and contracting are implemented and enforced through Department of General Services procedures, practices and guidelines for departments.

By June 1, 2003, the Director of eGovernment shall provide to the Governor a status report on eGovernment activities given the ensuing changes in technology and the State's information technology infrastructure.

Executive Order D-3-99 is hereby rescinded.

This Executive Order shall sunset July 1, 2003.

IN WITNESS WHEREOF I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this 8th day of September

Gray Davis

2000.
Governor of California

ATTEST:

Secretary of State

ONLINE PROFESSIONAL LICENSING PILOT PROJECT INTERIM RESULTS REPORT
March 15, 2001

Overview

The Online Professional Licensing (OLPL) pilot is being implemented to allow licensees to more easily register for and renew licenses and to reduce the administrative burden currently associated with the professional licensing. The project is a public/private collaborative effort between the Department of General Services (DGS) Enterprise Business Office, Department of Consumer Affairs (DCA) and American Management Systems, Inc. (AMS). This project is part of the eBusiness Center initiative and the long-term objective is to provide an integrated website where state licensees may conduct all license-related transactions via the State's eBusiness Center portal.

Solution Description

The OLPL pilot will provide California businesses a one-stop access point for their professional licensing needs. The OLPL will increase efficiency by reducing the license renewal process from several weeks to a few minutes or days (when background checks are required). The solution allows licensees to request duplicates, check license types and numbers, update continuous education requirements credits, change of address, and apply for initial licenses on-line. The specific goals of the OLPL pilot project are to demonstrate improvements in customer service, increase on-time renewals by simplifying the renewal processing and payment channel, identify potential reduction in operational expenses for administering renewals, and set licensing apart as a model for use of the Internet technology and customer service. Additional benefits of the pilot solution include the ability to:

- Improve customer service through implementation of a new channel for interaction.
- Simplify license renewals through form-based or 'wizard' templates.
- Generate immediate confirmation of payment receipt (with 'confirmation number').
- Provide greater access to personalized license information, such as licenses held, license numbers and address/contact information.
- Provide a consolidated platform for future interaction with additional license types.
- Reduce paper forms processing through receipt of renewal information through the Internet.
- Increase speed of fee collection.
- Decrease error rate and inquiries on account history.

Phase I Functionality Description

The initial phase (Phase I) of the OLPL pilot project is to allow California's Registered Nurses to monitor their licensing status and renew their licenses on-line. The Phase I vision for the OLPL pilot application is as follows:

- Provide a customer self-service model for licensing functions
- Allow license renewal and verification on-line
- Provide a secure method to pay license renewal fees on-line.

The scope for Phase I of the OLPL pilot project include the following high-level functions related to the Registered Nurses license renewals:

Function	Result
On-Line Renewal	Current license holders (Registered Nurses only) will be able to renew their license online.
Online Fee Payment	Licensees will be able to pay renewal fees on-line using a credit card (Discover, Master Card and Visa).
Temporary License	License renewal receipt serves as a temporary license.
License Verification	License information will be displayed such as license number, license status, and license dates.
Account Maintenance	Licensees will be able to modify or update contact information, continuous education credits, and demographic data.

Phase I Implementation Efforts

The following are the major activities that occurred during implementation of this phase:

- The contractual deliverables for Phase I of the project were produced on schedule. These deliverables included the Project Workplan, Product Design Document, Acceptance Test Plan, Acceptance Test Performance, User Manual, and the Phase I production system.
- The business requirements were defined during meetings with members of the Board of Registered Nursing, DCA and the DGS project management, and DCA information systems staff. Primarily, the discussions revolved around configuring the eLicense product to meet Phase I functionality, and designing the file transfer processes that would provide the interface between eLicense and the DCA legacy cashiering system, Consumer Affairs System (CAS).
- During this phase, we have implemented the my.ca.gov portal 'look and feel' standards for eGovernment applications.
- Acceptance testing was performed at DCA with DCA staff members assisted by members of the AMS Team.

Interim Operation and Results

The OLPL for Registered Nurses application went live at 8:00 PM PST on Sunday, January 7, 2001. As of March 6, 2001, the unscheduled downtime has been less than one percent.

During this first phase of pilot operations (01/07 – 03/06/2001) we have more than 500 Registered Nurses that renewed their licenses on-line generating credit card charges for the total amount of $45,000.

In this phase of the project we did not market this new on-line capability. At this time Registered Nurses are finding our on-line application while searching licensing information and sharing it with their co-workers.

The initial users' satisfaction survey indicates that we are on the right course with this solution. More than 95 percent of the respondents stated that this on-line professional licensing ability is very important or important to them. Almost 95 percent of the respondents indicated that they were very satisfied or satisfied (only 3.7 percent dissatisfied or very dissatisfied). More than 97 percent of the respondents said that they will very likely or likely to use the Internet to renew their professional license the next time.

Phase II Functionality Description

Phase II of the OLPL pilot project will add functionality as well as license types. The functionality will expand to include the ability for licensees to not only renew their license but to apply for an initial license and request duplicate licenses. The license types that will be added for Phase II include additional licensees from the Board of Registered Nursing, and members of the Board of Barbers and Cosmetologist and the Board of Security and Investigative Services (security guards without firearms).

Licensing functionality to be added in Phase II is as follows:

Function	Result
Initial Application	Users will be able to apply for their initial license. This includes the ability to review a checklist of application requirements.
Fee Payment	A licensee can pay the initial fee via credit card as well as pay for other fees (e.g., fingerprinting) related to the application.
Duplicate License	Users will be able to apply for duplicate license (Original license was lost or damaged).
Employment Information	Licensees will be able enter information related to their employment history.
Education Information	Licensees will be able to update information related to their education history.
Account Maintenance	Licensees will be able to modify or update contact information and demographic data.

Interim Findings

During the Phase I implementation we observed that interfacing with the back-end (department specific) legacy licensing systems requires detailed analysis. This is necessary to successfully interface/integrate such new on-line systems with the current production environment in a very short time-period without negatively affecting the integrity of those production systems.

In our pilot experience that was limited to working with just one department, we observed that there were several systems that needed interaction/integration with OLPL pilot system. Further analysis is also needed to assess the impact of changes and adequacy to interact/interface with eGovernment applications and potential for an end-to-end professional licensing solution.

In addition, we found that the same licensing functions (initial applications, renewals, and duplicates) are being processed differently by licensing agencies. This could be an indication that Business Process Re-engineering should be conducted in conjunction with planning eGovernment solutions to streamline and/or standardize these licensing processes.

Final Report Description

A final report will describe the pilot and conduct a gap analysis, which will be completed by June/July 2001. This Gap Analysis will compare the pilot application functionality to the functionality that the State desires to meet the long-term integrated professional licensing needs of the businesses in California. The differences will be outlined and prioritized based on specific criteria (i.e. time to develop, cost).

Online Professional Licensing Pilot Project
Customer Survey Study
March 15, 2001

Background

Pursuant to Item 1760-001-0666, #2 of the 2000 Supplemental Legislative Report, the Department of General Services, Enterprise Business Office (EBO) conducted a customer satisfaction survey of registered nurses who renewed their professional licenses through the eBusiness Center Portal from January 8, 2001 to March 6, 2001. The survey was modeled after the Department of Motor Vehicles' customer satisfaction survey used for online vehicle registrations, but adapted for online professional licensing (see Attachment 1). This is consistent with the guidance coming from the Governor's Office for Innovation in Government.   The survey was fielded for seven days (March 6, 2001, to March 13, 2001).

From January 8, 2001, to March 6, 2001, 512 registered nurses renewed their professional license online through the eBusiness Center Portal. A customer satisfaction survey was sent via e-mail to those registered nurses (n=368) who had a valid e-mail address. Of the 368 registered nurses surveyed, 108 (29.3 percent) returned completed surveys and 11 returned only comments due to technical difficulties with their browser. The comments from the 11 registered nurses were not included in the following analysis, but were all positive.

Survey Questions and Responses

Question 1. Prior to using the Internet renewal option, which method did you use to complete your most recent license renewal?

Response.		
	Mail	88.0%
	Phone	0.0%
	In Person	5.6%
	Not Applicable	6.5%

Question 2. Compared to prior experience renewing your professional license, did you find the Internet renewal option to be: much more convenient; more convenient; about the same; less convenient; much less convenient; or not applicable (no prior license renewal)?

Response.		
	Much More Convenient	81.5%
	More Convenient	11.1%
	About the Same	1.9%
	Less Convenient	0.0%
	Much Less Convenient	0.9%
	Not Applicable	4.6%

Question 3. How would you rate the "ease of use" of the Internet renewal option: very easy to use; easy to use; neither easy nor difficult to use; difficult to use; or very difficult to use?

Response. Very Easy to Use 55.6%
Easy to Use 27.8%
Neither Easy nor Difficult to Use 10.2%
Difficult to Use..2.8%
Very Difficult to Use 3.7%

Question 4. About how long did it take you to complete the Internet renewal process?

Response. 5-10 minutes................. 40.7%
10-15 minutes.............. 33.3%
15-20 minutes.............. 15.7%
Over 20 minutes 10.2%

Question 5. How important is it for you to have the option of renewing your professional license on the Internet?

Response. Very Important 77.8%
Important 17.6%
Neither Important or Unimportant 2.8%
Unimportant 1.9%
Very unimportant 0.0%

Question 6. Overall, how satisfied are you with your experience in using the Internet renewal process?

Response. Very Satisfied.....................................82.4%
Satisfied...12.0%
Neither Satisfied nor Dissatisfied.........1.9%
Dissatisfied 0.9%
Very Dissatisfied 2.8%

Question 7. How likely are you to use the Internet option to renew your professional license the next time?

Response. Very Likely 93.5%
Likely 3.7%
Not Sure 0.0%
Unlikely 0.9%
Very Unlikely........................1.9%

Question 8. How could we improve the Internet renewal process?

Response.   Positive Comment..........................41.6%

                    Neutral or No Comment................52.8%

                    Negative Comment.........................5.6%

Many registered nurses provided comments and/or suggestions to Question 8. Typical comments and suggestions are listed in Attachment 2.

Analysis

In general, the responses to the survey questions were very positive. Of the 108 respondents surveyed, 92.6 percent indicated that the Internet license renewal process was "more convenient" or "much more convenient" than their previous license renewal experience. Most of the respondents (88.0 percent) previously renewed their license through U.S. mail, which indicates the Internet is probably a better service delivery channel than mail for renewing licenses. Moreover, most of the respondents (83.3 percent) indicated the Internet renewal option was "easy to use" or "very easy to use", and 74.1 percent of them completed their renewal in 15 minutes or less.

In terms of customer satisfaction, 94.4 percent of the respondents indicated that they were "satisfied" or "very satisfied" with their experience using the Internet renewal process, and 97.2 percent indicated they were "likely" or "very likely" to use the Internet to renew their license again. That said, 95.4 percent indicated that having the Internet option as another service delivery channel to renew their license was "important" or "very important".

Finally, the data from this survey indicate the Internet license renewal option for registered nurses provides an easy to use, fast, convenient, and cost-effective service delivery channel for our end users.

Note: *The percentages in the Analysis Section may not compare exactly with the percentages in the Survey Questions and Responses Section due to rounding.*

       Due to the low response rate and the 144 registered nurses not surveyed (no or invalid e-mail address), caution should be exercised when analyzing these data and asserting conclusions. Further research is required to validate the results in this survey report.

Attachment 1

OnLine Professional Licensing Pilot Project

Customer Survey Form

1. **Prior to using the Internet renewal option, which method did you use to complete your most recent license renewal?**

( ) By Mail   ( ) By Phone   ( ) DCA Office Visit   ( ) N/A (No prior license renewal)

2. **Compared to prior experience renewing your professional license, did you find the Internet renewal option to be: (Please select one)**

( ) Much more convenient ( ) More convenient ( ) About the same
( ) Less convenient ( ) Much less convenient ( ) N/A (No prior license renewal)

3. **How would you rate the "ease of use" of the Internet renewal option? (Please select one)**

( ) Very easy to use ( ) Easy to use ( ) Neither easy nor difficult to use
( ) Difficult to use ( ) Very difficult to use

4. **About how long did it take for you to complete the Internet renewal process?**

( ) 5 to 10 minutes ( ) 10 to 15 minutes ( ) 15 to 20 minutes ( ) Over 20 minutes

5. **How important is it for you to have the option of renewing your professional license on the Internet?**

( ) Very important ( ) Important ( ) Neither important nor unimportant
( ) Unimportant ( ) Very unimportant

6. **Overall, how satisfied are you with your experience in using the Internet renewal process?**

( ) Very satisfied ( ) Satisfied ( ) Neither satisfied nor dissatisfied
( ) Dissatisfied ( ) Very dissatisfied

7. **How likely are you to use the Internet option to renew your professional license the next time?**

( ) Very likely ( ) Likely ( ) Not sure ( ) Unlikely ( ) Very unlikely

8. **How could we improve the Internet renewal process?**

Attachment 2

List of Comments and Suggestions

(1)   "I was impressed with how much easier it is online, and the quicker response in getting the license in the mail. Thanks"

(2)   "No suggestions at this time. I'm very pleased with the process. Thank you for providing this service."

(3)   "I found the experience fun and easy. Not sure you can improve the online renewal!"

(4)   "Make sure nurses know that it is available, easy and faster!"

(5)   "Maybe by sending an e-mail renewal reminder to the RNs whose licenses are up for renewal. Otherwise, it worked really well."

(6)   "It was so much easier and faster than by mail. Since I am usually close to the deadline when I renew my license, I thought it was great! I received my license much faster too."

(7)   "No improvements needed that I can think of. Thank you for an easy and accessible way to renew my license. I received my license in the mail in 8 days. That even included a holiday weekend. Thanx again!!!"

(8)   "Nothing at this time--I was quite pleased to find it there as I am active duty Air Force stationed overseas."

(9)   I think it's great and have already referred several people to it.   Thank you for making it sooooo easy."

(10)   "I can see no improvements necessary...It was great!..I was very impressed with the ease with which I was able to accomplish this task. I had originally gone to the website to find the address for the office in Sacramento where the renewals are done because I had planned on DRIVING to Sacramento to renew in person (I lost my renewal notice that was sent in the mail). I was thrilled to see that I didn't have to drive anywhere.   Thanks..."

E GOVERNMENT
NEEDS ASSESSMENT SURVEY
STATE OF CALIFORNIA

QUESTIONNAIRE # 2140   **Fall, 2000**   LOG:_____
CASE ID#:_____   EDIT:_____
INT. 1 ID#:_____   ENTRY:___
INT. 2 ID#:_____

DATE: ___/___/___ TIME

START:___AM/PM

Good (morning/afternoon), I'm (.....) calling from the UCLA Survey Research Center. We are conducting a survey for the Enterprise Business Office, of the State of California, Department of General Services. In response to a mandate from Governor Gray Davis, the State is exploring ways it can be more responsive to California businesses by linking state websites into one site called the E-Business Center. The E-Business Center website would provide access to links at all the state government levels to information, forms, permits, licenses, and other services. Your company, along with many others, has been selected at random to represent all types of businesses operating in California. It is crucial that individuals such as yourself agree to participate in our survey to make the study an accurate representation of California business needs. Everything you tell me will be completely confidential. The results will be presented in summary form only. The interview takes about fifteen minutes to complete, depending upon what you have to say. You have the right to refuse to answer any question at any time. I can conduct the interview right now, or we can make an appointment for me to call you back at a more convenient time. Shall we start?

RESPONDENT NAME:

_____

1.   What is your current position in this company? Are you an:

       Owner,..…........1
       Executive Officer,............................….........2
       Manager,...............................…..........…......3
       Staff, or ....…....4
       Some other title? **(SPECIFY:_____)**…..5

2.   Is your company a:

       Sole Proprietorship.......................................1
       Partnership......................................…...........2
       Corporation......................**SKIP TO Q5..**…......3
       Non-Profit Organization...**SKIP TO Q5**………..4
       Other **(SPECIFY:_____)** ...….…..5

3. Is this company a minority-owned business?

> YES…..1
> NO....…...2

4. Is this company a woman-owned business?

> YES…...1
> NO…..2

5. Many companies are conducting business through websites on the Internet. These interactions require a personal computer (PC) that links (via a telephone connection) to a commercially-available Internet service such as America Online, Netscape, Yahoo, and Amazon, to name a few. The names of these sites usually have a suffix of dot com. Does your company have access to the Internet available at this work site?

> YES........................**SKIP TO Q13**..…........1
> NO..2

6. For what reasons does your company <u>not</u> have Internet access at this site?

> **(CIRCLE ALL MENTIONS)**

> NO NEED FOR IT 1
> DON'T HAVE RESOURCES (HARDWARE/SOFTWARE) …….............2
> TOO EXPENSIVE 3
> DON'T HAVE COMPUTER EXPERIENCED STAFF.........…...........4
> OTHER **(SPECIFY:_____)**...........5

7. Is there a plan for your company to become Internet capable within the next three years?

> YES...1
> NO..........................**SKIP TO Q18**..…........2
> DON'T KNOW......**SKIP TO Q18**..............…8

8. When your company becomes Internet capable, do you think you or others there will access California state government **<u>information</u>** through the Internet?

> YES…………...1
> NO……...................................**SKIP TO Q10**..…........2
> DON'T KNOW…………......**SKIP TO Q10**..…….......8

9. What specific state information or resources would you or others in your company be likely to access?

(CIRCLE ALL MENTIONS)

```
TAXES......................................................................1
LICENSES...............................................................2
PERMITS.................................................................3
REGISTRATIONS....................................................4
CERTIFICATIONS..................................................5
REGULATIONS.......................................................1
BIDS........................................................................2
EMPLOYMENT.......................................................3
OTHER (SPECIFY: _____) …….....4
```

10. When your company becomes Internet capable, do you think you or others there will conduct state government **transactions** through the Internet?

```
YES...........................................................1
NO.........................SKIP TO Q12.....….......2
```

11. What types of transactions do you think your company might conduct via the state Internet?

(CIRCLE ALL MENTIONS)

```
TAXES......................................................................1
LICENSES...............................................................2
PERMITS.................................................................3
REGISTRATIONS....................................................4
CERTIFICATIONS..................................................5
REGULATIONS.......................................................1
BIDS........................................................................2
EMPLOYMENT.......................................................3
OTHER (SPECIFY: _____) ……....4
```

12. Would this Internet access be available to:

```
All employees at this work site,......................................1
Only supervisory and management staff,....….............2
Only certain departments or units,...............................3
Only a few key individuals, or......................................4
Something else? (SPECIFY:_____)......5
```
                                                              SKIP TO Q 18

13. Is your present Internet access available

    All employees at this work site,...1

    Only supervisory and management staff,............................2

    Only certain departments or units,...................................3

    Only a few key individuals, or..4

    Something else? (**SPECIFY:_____)**.........5

14. Do you or others at your company access California state government <u>information</u> through the Internet?

    YES...1

    NO.......................**SKIP TO Q18**...............2

15. What specific information is accessed?

    (CIRCLE ALL MENTIONS)

    TAXES..1

    LICENSES...2

    PERMITS..3

    REGISTRATIONS...4

    CERTIFICATIONS...5

    REGULATIONS..1

    BIDS..2

    EMPLOYMENT..3

    OTHER **(SPECIFY: _____)** 4

16. Do you or others at your company conduct state government <u>transactions</u> through the Internet?

    YES...1

    NO.......................**SKIP TO Q18**...............2

17. What specific transactions are conducted with the state?

    (CIRCLE ALL MENTIONS)

    TAXES..1

    LICENSES...2

    PERMITS..3

    REGISTRATIONS...4

    CERTIFICATIONS...5

    REGULATIONS..1

    BIDS..2

    EMPLOYMENT..3

    OTHER **(SPECIFY: _____)** 4

18. Currently, what method does your company use to conduct <u>most</u> of its government business with the state?
     (IF NECESSARY: How do you get forms, information, file papers, etc.?)

(CIRCLE ONE ANSWER ONLY)

MAIL...1
IN-PERSON...2
TELEPHONE...3
FAX...4
E-MAIL...5
THE INTERNET...6
OTHER (**SPECIFY:**_____)...…........7
LITTLE/NO BUSINESS W/STATE................….........0

19. What could the state government do to encourage your company to use, or increase the usage of, online government services?
     (**CIRCLE ALL MENTIONS)**

MAKE SITE EASY TO USE/INSTRUCTIONS..........................1
MAKE IT MORE SECURE...2
PUT MORE SERVICES ONLINE.......................…..........3
DECREASE CONNECT WAITING TIME...............….........4
PROVIDE TIMELY/ACCURATE/COMPLETE INFO....…..........5
PROVIDE ACCESS IN OTHER LANGUAGES.....................1
PROVIDE BETTER CUSTOMER SERVICE..........................2
INCREASE AWARENESS OF AVAILABILITY....…..........3
MAKE ACCESS/HARD/SOFTWARE FREE/CHEAPER......…....4
OTHER (**SPECIFY:** _____)....5
NOTHING/NO NEED...6

20. If these improvements were made, how likely do you think it would be that online government services would be used (more often)? Would you say:

Very likely,...1
Somewhat likely,..2
Somewhat unlikely, or...............**SKIP TO Q20...**..........3
Not at all likely?.....................**SKIP TO Q22** .....…....4

21. In your opinion, would specific online services be a first, second or third choice for your company's purposes as a means for conducting government transactions?

FIRST CHOICE...1
SECOND CHOICE..2
THIRD CHOICE..3
OTHER (**SPECIFY:**_____**)**.....................…....4

22. Which of the following state government transactions do you think you or <u>others</u> in your company would be likely to perform through the Internet?

	YES	**NO**	**DK**
Starting a new business?......................................	1	2	8
Obtaining business forms?...................................	1	2	8
Filing business taxes?...	1	2	8
Applying for or renewing professional licenses?............	1	2	8
Renewing commercial drivers' licenses?........................	1	2	8
Applying for or renewing business permits?...................	1	2	8
Applying for or renewing registrations?..........................	1	2	8
Applying for or renewing certifications?........................	1	2	8
Obtaining regulations, codes, laws?.............................	1	2	8
Submitting bids on line?.......................................	1	2	8
Employment recruitment?.....................................	1	2	8
Initiating change of business address?.........................	1	2	8
Something else? (**SPECIFY:** _____)….....	1	2	8

23. To make Internet interactions more efficient, would you or others at your company be comfortable with the concept of the state storing your company's profile information; including name, address, phone number, tax id number, in a central database, so that individuals at your company would not have to enter this information at each and every state department when accessing information or using government services?

       YES..1
       NO...…...2

24. As you know, in the era of information technology, a great deal of information about individuals, companies, and institutions is stored in government databases. Do you feel this is:

   <u>Unacceptable</u>, too much government holding of private
    business information, ...1
   <u>Acceptable</u> if it provides efficient service to businesses and
   individual users of the State website, ...2
   <u>Not desirable</u>, but see no way of avoiding it? 3

25. In your opinion, would you or others at your company prefer to:

Go to one state site to do all of your online government activities, or..............1
Use specialized online government sites for specific transactions?.....….....2
OTHER (**SPECIFY:**_____)…………………………………3
NEITHER……………………………………………………………………………4

26. How useful to your company would it be to have government services available 24 hours a day, 7 days a week?

> Very useful,..1
> Somewhat useful,...2
> Not very useful, or..3
> Not useful at all?..4

27. For the state government to provide your company Internet services, the state can use tax dollars, or charge companies a convenience fee for only those services used. Would those at your company prefer the government to:

> Use tax dollars, or..1
> Charge a convenience fee?.........................2
> NEITHER...3

28. In your opinion, what is the overall level of satisfaction within your company with California state government <u>services</u> today? Would you say it is:

> Excellent,...1
> Good,...2
> Fair, or...…….....3
> Poor?..4
> DON'T USE ENOUGH TO RATE.…..........5

29. Currently, what method does your company use to obtain government customer services from the state?

> (IF NEEDED: How do you get information, file complaints, investigate problems, etc.?)
>
> MAIL..1
> IN-PERSON...2
> TELEPHONE..3
> FAX...4
> E-MAIL..5
> THE INTERNET...6
> OTHER (**SPECIFY:**_____)…..........1
> LITTLE/NO INTERACTION W/STATE....................……....2

30. How would you rate the level of <u>customer service</u> currently provided to your company by the California state government? Would you say:

        Excellent,..1
        Good,...2
        Fair, or..3
        Poor?...4
        TOO LITTLE CONTACT TO RATE..........................…..5

31. How important would it be in influencing your company's decision making to use an E-Business website for government services if the state added and improved government services through the Internet?

        Very important,..1
        Somewhat important,..2
        Not very important, or...3
        Not at all important?...4

32. What would be the advantages to your company, if any, of having state government services available through the Internet?

(CIRCLE ALL MENTIONS)

        NO WAITING IN LINES/GOING TO OFFICE............................1
        NO WAITING/HOLDING ON PHONE.....................................2
        24 HOUR ACCESS...3
        FASTER/SAVES TIME..4
        BETTER ACCESS, CAN LOOK FOR SELF..........................…..5
        BETTER/MORE INFORMATION..6
        MORE RELIABLE THAN OTHER METHODS..........................…1
        REDUCES PAPER WORK/STAFF TIME................................…2
        CAN CONDUCT BUSINESS FROM HOME/WORK/OTHER...…..3
        COST EFFECTIVE..…..4
        MORE ACCURACY/GET WHAT WANT................................…5
        OTHER (**SPECIFY:**_____**)**...............6
        NONE..…..0

33. What would be the disadvantages, if any, of having state government services available through the Internet?

(CIRCLE ALL MENTIONS)

WEB SITE DOWN OFTEN/LONG WAIT...................................1
CAN'T GET IMMEDIATE ANSWERS TO QUESTIONS....…….....2
PRIVACY/SECURITY INFORMATION ISSUES.......…....…......3
CREDIT/FISCAL SECURITY ISSUES.....................................4
DIFFICULT TO OBTAIN INFORMATION...............................5
DIFFICULT TO CONDUCT BUSINESS TRANSACTIONS…......6
POOR/INCOMPLETE INFORMATION...................................1
FEES/COSTS...2
OTHER (**SPECIFY:** _____).....................3
NONE...0

34. Do you or others at your company trust the California state government to use the latest security procedures and protocols to keep your company's records confidential?

YES..1
NO...2

35. How confident are you and others at your company that the California state government will not misuse your company's information? Would you say:

Very confident,..1
Confident,..2
Somewhat confident, or.............…….........3
Not confident at all?...................................4

36. If the state assured a secure website, would you and others at your company feel comfortable:

	YES	NO	DK
Submitting private information to the state government over the Internet?..	1	2	8
Conducting business transactions to the state government over the Internet?..…….....	1	2	8
Providing credit card information for government transactions over the Internet?...	1	2	8
Using an electronic signature to file important reports?.........…….	1	2	8
Using Electronic Funds Transfer (EFT), or paying electronically by linking to your company's checking account?…...1	1	2	8

Finally, I have just a few descriptive questions about you. Remember that everything you tell me is confidential and will be combined with other responses for presentation.

37. What is your age?   AGE:_____

38. How long have you worked for this company?   YEARS:_____

39. How long have you held your current position with this company?

YEARS:_____

40. What is the <u>highest</u> degree or diploma you hold?

(CIRCLE ONE ONLY)

```
NONE...............................................................0
HIGH SCHOOL GRADUATE/GED............…........1
AA/TECHNICAL CERTIFICATION.............…….......2
BACHELORS.....................................................3
MASTERS..........................................................4
DOCTORATE...............................................…....5
OTHER (SPECIFY:_____)..…….6
```

41. For work purposes, do you yourself use the Internet:

```
At home exclusively,......................................…1
At the office exclusively,...............................…..2
Both at home and work, or..............................…3
Do you not use the Internet for work?.................…4
```

Thank you. We have reached the end of the interview. We greatly appreciate your time and your participation in this study. If you have any questions you can e-mail us at efielder@issr.ucla.edu, or leave a message at 1-800-531-7129.

TIME END:_____ AM/PM

Business Process Review Participating State Agencies

Department of Alcoholic Beverage Control
Board of Equalization
California Department of Insurance
California Integrated Waste Management Board
Department of Corporations
Department of Consumer Affairs
Department of Fair Employment and Housing
Department of Financial Institutions
Department of General Services
Department of Industrial Relations
Department of Motor Vehicles
Department of Transportation
Department of Social Services
Department of Toxic Substances Control
Employment Development Department
Franchise Tax Board
Department of Housing and Community Development
Secretary of State
State Water Resources Control Board
Technology, Trade, and Commerce Agency

Portal Design eBusiness Center "Look and Feel"